

Membership Growth & Engagement

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Increase and retain membership by engaging junior leaders, expanding outreach, and clearly communicating the value to members.

STRATEGY	PERFORMANCE METRIC	TACTICS	ACTION STEPS	OWNER	DEADLINE/ FREQUENCY
Increase the number of NGAT members.	• Net Membership Growth • Increase in Junior Member Enrollments	• Offer free memberships to unit-level command teams	Free 1-year memberships (Currently ongoing)	Membership Committee	
		• Revise the incentive structure	Update incentive structure (i.e. more awareness of free insurance incentives and others that we offer)	Membership Committee	
		• Increase Local / Regional NGAT specific events	Integrate NGAT into unit in-processing	Membership Committee	
Increase engagement of NGAT events and programs.	• Number of events offered • Feathr Activity • Number of people attending events • Social Media following, posts, likes, shares • Invitation to other organizations' events	• Engage junior leaders and Command Teams at the Company/Squadron level for membership	6–8 Unit Site Visits - Monthly 'NGAT Connect' Sessions (in-person or online) - Targeted Feathr Campaign (throughout the year and heavily before the annual conference)	Membership Committee	
		• Educate and inform the value of NGAT		Membership Committee	
		• Focus on engagement opportunities		Membership Committee	
		• Mass social advertising and email campaigns		Membership Committee	
		• Benchmark other states' incentives		Membership Committee	
Maintain existing members and program revenue.	• Positive Net Membership Growth • Maintain or Increase Insurance Revenue	• Educate new and current members through digital communication (Social media platforms, FEATHR, etc.)	• Quarterly Value Messaging - Expiration Tracking & Outreach - Highlight Legislative Wins	Membership Committee	
		• Coordinate with Unit leadership for training event to discuss NGAT values and relevance through testimonials		Membership Committee	